



CANCER PREVENTION AND RESEARCH INSTITUTE OF TEXAS

COMMUNICATIONS DIRECTOR

Cancer Prevention and Research Institute of Texas (CPRIT) is the second largest funder of cancer research and prevention activities behind only the federal government. Over the past decade, CPRIT has invested more than \$2.5 billion in cutting edge research leading to a significant increase in intellectual property and knowledge related to cancer treatments, cures, and prevention best practices. CPRIT offers an unparalleled opportunity to catalyze discovery and progress in the prevention, diagnosis and treatment of cancer.

General Position Summary

Performs highly advanced informational and communications work. Work involves directing and evaluating the research, writing, editing, and production of information about the agency and its mission to external interests across multiple communications channels including earned, social, and owned media. May supervise the work of an Information Specialist. Works under minimal supervision with extensive latitude for the use of initiative and independent judgment. Reports to the Deputy Executive Officer.

Salary Range: \$120,000 - \$155,000

Closing Date: September 24, 2021, 5:00 p.m.

GENERAL QUALIFICATION REQUIREMENTS:

Experience

Eight or more years public information and media relations experience preferably with a minimum of 4 years at a state agency or other governmental entity, public or private institution of higher education. Health sciences background preferred.

Education

Graduation from an accredited four-year college or university. Experience and education may substitute for one another on a year-for-year basis.

Required Knowledge and Abilities

Proven experience in several communications activities, including legislative testimony, annual report writing, presentation development, media relations, and crisis communications. Experience in managing and optimizing use of external agency resources.

Superior writing and editing, anticipatory thinking, and attention to detail.

Ability to analyze data and to convey in a non-technical manner to lay audiences the relevance of complex scientific findings and its connection to CPRIT's mission.

Skill in developing productive relationships with the media, including designing media strategies to secure favorable coverage; on camera interviewing skills are a plus.

Experience using web-based mailing list and survey software platforms, including managing custom form creation and contact lists, importing lists from various sources, creation of custom merge codes, template design and incorporation of rich media (e.g. MailChimp, SurveyGizmo).

Expertise developing a social media plan that includes website integration, content management and the unique features and toolset of each platform, while also incorporating data from web and social media analytics tracking platforms such as Google Analytics and Hootsuite.

Proficient in Adobe's Creative Cloud Suite (Premiere Pro, InDesign, Photoshop, Illustrator and Audition) to capture studio quality photographs, video and audio recordings for the agency and to prepare social media specific assets for posting.

Proficient in Microsoft's Office Suite with intermediate knowledge of Microsoft Excel to perform data organization and filtering tasks.

Capacity to learn agency functions, policies, and procedures; communicate clearly and effectively with all levels of staff; work independently with limited supervision; listen effectively, follow and process instructions; facilitate multiple deadlines; manage stress; work collaboratively, maintain positive and productive working relationships with all levels of staff.

Examples Of Work Performed

Develop, edit, and produce innovative work products capable of communicating CPRIT to external interests across multiple communications venues.

Research and prepare talking points, speeches, presentations with written and/or audio-visual materials as needed.

Collaborate with university and other communications offices to create and promote CPRIT stories and messages related to CPRIT's mission.

Plan and implement public outreach events and meeting services as needed.

Advise the agency on matters involving the digital, broadcast, and print media, including reporter and print/broadcast outlet trends. Serve as primary liaison and manage inbound media calls; develop messaging to respond rapidly to issues/questions of interest.

Manage the development and design of digital and print versions of agency publications, including the annual report.

Maintain an online and searchable archive of relevant news clips, photos and videos about CPRIT and its grantees.

Proactively gather content, write and publish stories and videos to the website and social media platforms on a regular basis.

Oversee content and messaging for the agency website to ensure accuracy and transparency.

Manage day-to-day operations of the communications contractor including development and implementation of all requests for services from contractors.

Assist in the visual design and content maintenance of various agency websites, landing pages and dashboards using technologies such as HTML, CSS and content management systems (e.g., Drupal, Umbraco, WordPress).

Work collaboratively with internal stakeholders and agency IT staff while conceptualizing and communicating design ideas using wireframes, process flows, sample pages or documents.

Possess an understanding of Web Content Accessibility Guidelines (WCAG) and assist in remediating web site and documentation accessibility issues

Advocate for agency brand and message standards; work with staff and grantees to apply consistent branding and accurate messaging.

Continuously improve skills, abilities and knowledge of specific subjects and as a general communications practitioner.

May supervise the work of others.

Performs related work as assigned.

Perform travel related assignments and be able to lift equipment weighing up to 50 pounds.

Military Occupational Codes:

You may access the Military Occupational Specialty (MOS) codes applicable to this position at [Military Crosswalk for Occupational Category - Program Management \(texas.gov\)](https://www.texas.gov/military-crosswalk). CPRIT encourages Veterans, Reservists, or Guardsmen with a MOS or additional duties that fall in the fields listed in the above link who meet the minimum qualifications listed above to apply.

Application Instructions

If you meet the qualifications, complete and submit a State of Texas application online via the WorkInTexas.com portal. You may also mail the application to Cancer Prevention and Research Institute of Texas, Human Resources, P.O. Box 12097, Austin, Texas 78711. You can access the State of Texas application from <https://cprit.texas.gov/about-us/employment-opportunities/>.

All resumes must be accompanied by a fully completed state of Texas application. The agency reserves the discretion to disqualify incomplete applications.

CPRIT will not accept faxed or emailed applications.

CPRIT is a non-smoking office; the agency is in Capitol Complex of Austin, Texas.

The Cancer Prevention & Research Institute of Texas is an equal opportunity employer. You may find additional information regarding the Institute's history and operations on the agency's website at <https://cprit.texas.gov/>.